

May 20, 2020

Berlin trade fairs alive and well in 2020

An overview of virtual events and creative solutions

Together with its partners, Messe Berlin has developed various creative solutions in order to stage its events in 2020. Since ITB Berlin was cancelled due to the coronavirus, the group's project teams along with associations and other partners have been working on solutions to allow events in a different form.

Speaking at today's press conference on organising IFA 2020, Chief Executive Officer Dr. Christian Göke said: "Even if we cannot replace these events as originally planned we have to be available for the relevant industries. Obtaining information and exchanging views continue to be important." In March ITB itself was quick to react and organised a virtual ITB Convention.

Currently, revised concepts are being developed for numerous Messe Berlin events. Examples of those already in planning are:

IFA 2020: a live event

The Berlin Radio Tower is illuminated in red today – there is news on IFA 2020! This year the world's leading trade show for consumer electronics and home appliances will take place live on the exhibition grounds, subject to applicable conditions. More details about IFA 2020 can be found on the [IFA website](#).

DMEA sparks – debut for the first entirely virtual DMEA

From coronavirus tracing apps to video consultations: digitalisation in the healthcare system is now as topical as ever, so there is great demand for information and exchanging views. Under the heading 'DMEA sparks' and taking place for the first time, DMEA, the established meeting place for health IT, aims to combine both aspects with an entirely virtual event this year. From 16 to 18 June a programme featuring lectures, talks and panels with high-level experts can be accessed free of charge on the [website of DMEA sparks](#). Many exhibitors at DMEA will also be hosting webinars and product presentations displaying their solutions.

ILA goes Digital

As the world's first virtual aerospace show, ILA is providing forward-looking content that reflects the dynamic developments and innovative drive of the industry. Every Wednesday until the end of July the latest digital content can be accessed on the [ILA Goes Digital website](#). At 'ILA Goes Digital' the focus is just as much on interviews with industry experts, webinars and presentations of innovative technologies as it is on matchmaking. The wide-ranging programme targets the key ILA topics of innovation, sustainability and digitalisation, the driving forces of future technologies in aerospace. Discussions include how to navigate the path towards carbon-neutral aviation, smart factories and cybersecurity. Attendees can join the discussion and make virtual contact under the hashtags #IlaGoesDigital, #AeroSpaceInsights and #WeAreAviation.

InnoTrans to feature virtual interactive dialogue forums

In order to connect people worldwide and enable a collective exchange of views a number of partner associations of InnoTrans have decided to hold their dialogue forums, which would otherwise have taken place live at InnoTrans in September, as virtual events. InnoTrans supports the virtual programme of supporting events. The time slots will remain and the events will take place at the end of September as scheduled for InnoTrans 2020. On Wednesday, 23 September the German Transport

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Forum (DVF) will offer a foretaste of events at the forthcoming InnoTrans. Under the heading 'Making systematic and swift use of greater investment – for a digital, expanded rail network', video formats and panel discussions will feature experts offering their insights. As well as the DVF, the German Railway Industry Association (VDB) will also provide industry information and invite visitors to hold talks. On Thursday, 24 September the International Bus Forum organised by the DVF will focus on the latest developments in urban transport.

XPRO creates a platform for Europe's experience community

XPRO is Europe's new marketplace for showcasing experience technologies, products and services employed in the production of happenings in museums, event venues and brand spaces. XPRO's 365-day offer of services targets everyone involved in creating immersive experiences – agencies, production and service-oriented enterprises – and provides a joint platform alongside corporations, events and agencies as well as the cultural and creative industries. Over the coming weeks and months, under the umbrella of XPRO, the aim will be to engage with Europe's experience technology community in order to discuss and assemble ideas and solutions for when the crisis is over. Additional information can be found at www.xproberlin.com.

About Messe Berlin

Based on turnover and growth, Messe Berlin is one of the world's ten leading trade fair companies. Each year it develops, markets and hosts hundreds of live events in Berlin and around the world. Its wide-ranging portfolio includes IFA, InnoTrans, ITB, FRUIT LOGISTICA and the International Green Week, all leading global trade fairs, as well as major conferences and iconic events such as the street celebrations (Fanmeile) at the Brandenburg Gate. Messe Berlin has around 90 foreign representatives who market events in over 170 countries. Each year some 30,000 members of the media from all parts of the world obtain accreditation for events on the exhibition grounds in Berlin where the company has its headquarters. Thus, Messe Berlin acts as a driving force of the metropolis that is Berlin. Its aim is to be an outstanding host for visitors to every event at Messe Berlin, to give individuals an optimum boost for their business and to ensure fair conditions for everyone. This approach is reflected in the company slogan: 'Messe Berlin – Hosting the World'. www.messe-berlin.com